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## SEVERSKY DONETS RIVER AS MAIN DRINKING ARTERY OF KHARKIV REGION

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One of the most important problems of Kharkiv region is the problem of drinking water. General water resources security per one person is 4.1 thousand cubic meter per year.

Centralized drinking water supply for Kharkiv and regional settlements is made from three independent sources. 25.850 thousand m<sup>3</sup> / year of drinking water are taken from 240 artesian wells. 97. 575 thousand m<sup>3</sup> / year are taken in from the channel of Dnieper-Donbas basin and, finally, from the Seversky Donets comes 4154 27 thousand m<sup>3</sup> / year.

The Seversky Donets is the main waterway of Kharkiv region. The water is used for drinking and industry supply in the area. Water quality of the Seversky Donets due to basic contaminants does not match regulatory standards.

The current environmental condition of the Seversky Donets and the impact of anthropogenic factors on the river was analyzed. A graphical analysis of the variability of certain pollutants concentration in the waters of the Seversky Donets in Kharkiv region was made.

The water state of the Seversky Donets is greatly affected by the anthropogenic factors of Belgorod region, in which the river arises. The environmental conditions are favorable in the upper reach of the river. However, the situation changes drastically when the Seversky Donets is passing through the city of Belgorod the catchment basin of which possesses a variety of contaminants penetrating the river during rainfalls. The list of the substances includes elements and compounds of anthropogenic and natural origin which are used in various industries.

Closer to the border of Ukraine the Seversky Donets runs through environmentally friendly area, so its purity grade increases from 5.6 (very dirty and polluted) to 3 (moderately polluted).

Near the village of Ohurtseve the river enters the territory of Kharkiv region. Kharkiv is a large regional center with a well-developed industry, including heavy engineering and chemical industries, with a population of over one million and a half inhabitants. In Kharkiv region there are 4 cities and 33 settlements which do not have a centralized wastewater disposal. The current capacity of water treatment plants including the main ones such as "Dykanivskyy" and "Bezlyudovskiy" as well as institutional and public water supply does not provide taking waste waters in the proper amount. Therefore, about 48 million m<sup>3</sup> per year of inadequately treated and 36 mln. m<sup>3</sup> per year of completely untreated sewage is discharged into the upper waters. Thus, communal economy, due to the worn-out and obsolete equipment of water treatment plants is the main source of water pollution.

In addition, industrial, agricultural enterprises significantly influence the level of water pollution as well as the upper waters drainage, which is almost uncontrollable. As the result of the abovementioned factors influence, the quality of water of the Seversky Donets river and its major feeders does not conform the standards of permissible level of contamination.

Researching and improvement of the waterway is one of the priority environmental tasks not only in Kharkiv region but also in the neighboring regions which the Seversky Donets runs through.

## **INTEGRATED FACTORS FOR FORMING OF CAR CENTERS ARCHITECTURE**

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One of the key sectors of the modern dynamically developing economy worldwide is the automotive industry. It synthesizes a wide range of products and technological developments. Moreover, it contributes to the improvement of international standards for the design of automobile showrooms, auto centers and objects related to the modern automotive industry, which, in turn, develops a search for new approaches to form the brand image which has an impact on forming of the architectural environment of cities.

The most important characteristic of today's world economy is the internationalization of the economic life. It is based on international integration processes of production, internationalization of capital and formation of transnational corporations. Currently, these corporations play a leading role in the development of global economic relations through global strategies, bringing together national and regional markets. One of such strategies is formation of a network of the automobile industry including international car exhibitions (Paris Motor Show 2014, Frankfurt Motor Show, Geneva Car Show 2013); the system of auto service and car dealerships in large and medium size cities of the world; exhibition car centers ( Big Sight in